

The Impact Group is a medical education company that develops scientific presentations for doctors to keep them abreast of the latest treatments and issues in their areas of practice or specialty. In addition to providing them with an opportunity to stay current with the research and testing being done in the pharmaceutical industry, doctors have the opportunity through our CME accredited programs to earn required credits toward their continuing education. The most cost effective means - and incidentally the method preferred by most doctors - of inviting doctors to these programs is by fax. We do not charge a fee for our programs so we do not feel that our fax invitations constitute a commercial offering and thus should be exempt from the regulations pertaining to unsolicited fax solicitations contained in the revised Telephone Consumer Protection Act of 1991. Failure to exempt our fax invitation process from this legislation would place an unfair burden on our company to send thousands of letters to doctors in our database who have asked us to keep them informed of events within their local area or area of medical interest. In the end this onslaught of direct mail to doctors and the inconvenience of sending back signed permission forms would undoubtedly be more disruptive to their practice than simply receiving a fax invitation.

Jay Hanigan
Vice President, Operations
The Impact Group
330 Madison Avenue, 21st Floor
NY, NY 10017
212-499-3257
Jay.Hanigan@impactgroup1.com